# Engaging Youth Networks Globally - Create Content and Shape Digital Dialogue with Changemakers



Project Title	Engaging Youth Networks Globally - Create Content and Shape Digital Dialogue with Changemakers
Project Summary	Bring your love of creative content and digital strategy to one of the most dynamic teams working to engage the next generation of young leaders around the world. Flex your writing, graphic, and social media skills with youth networks in Africa and Latin America.
Country	United States

## **Project Description**

Our office manages the Young African Leaders Initiative (YALI) Network and the Young Leaders of the Americas Initiative (YLAI) Network. They are vibrant communities of over half a million young African, Latin American, and Caribbean leaders whom we want to encourage to create positive social and economic change in their communities.

Primary project tasks include developing social media and website content:

- --Research and draft multimedia content (social media posts, blog posts, graphics/infographics, etc.) relevant to young African and Latin American leaders, with a particular focus on leadership, professional development, and entrepreneurship as well as our policy digital campaigns on issues such as transparency and good governance, civic participation and democracy, and women's empowerment.
- --Assist with the monitoring of social media chats (Facebook or Twitter) with experts and draf social media and blog content highlights from the chats.
- --Conduct interviews with Network members and review Network member submissions about their experiences and projects in order to draft social media and blog content highlights.
- --Co-manage a member-run social media page, approving or declining member submissions and new member requests as well as providing analysis of general conversational trends on the page.
- --Assist in the content creation for new video projects to include writing descriptions, creating glossaries, creating discussion guides, and online course video quizzes.

### **Required Skills or Interests**

Skill(s)	
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Cultural diplomacy	
Data analysis	
Data visualization	
Design thinking	
Editing and proofreading	
Graphic design	
Infographic design	
Marketing	
Research	
Social media management	
Storytelling/blogging/vlogging	
Survey / polling design	
Website design	
Writing	

### **Additional Information**

We are looking for creative, proactive students with initiative who can help us brainstorm and create relevant content to engage these YALI and YLAI Network young leaders. Writing and graphic design skills are particularly helpful. The position requires the use of G Suite tools, such as Google Drive and Google Docs, and the Slack messaging platform.

\*\*If you are DC-based, there might be the possibility of assisting with local events related to these youth networks (summits, conferences, etc.).

For more information on the YALI Network, visit yali.state.gov. For more information on the YLAI Network, visit ylai.state.gov.

# **Language Requirements**

None